



EFFECTS OF MARKETING ON SALES.

Problem statement: Statistical Analysis of the effects of Marketing on Sales.

Sales and marketing come together in the pursuit of satisfying customers and achieving organizational objectives. This is of key concern to both academics and practitioners. Sales fulfil the demand, while marketing creates a new demand or fits a product into an existing demand. The effectiveness of advertising has largely been a matter of faith. Marketing departments might collect voluminous statistics on television program ratings and on coupon redemptions and carefully compare the costs of marketing with total sales.

Goal of the Project

The association between advert and sales
Inferential analysis for advert influence on sales

Result

The correlation between advertising spending and detrended sales is 0.916, which is strong positive correlation and statistically significant due to a p-value less than 0.05.

The regression has a constant value of 6.584 which is statistical significant. Advertising spending has positive influence of 1.071. This means that, a unit increase in advertising spending leads to 1.071 increase in sales and it is statistical significant.